Viktor Prokopenya’s presentation
Leeds University Business School
9-10 March 2023

capital.com

7 HARMFUL BIASES IMPACTING YOUR FINANCIAL HEALTH

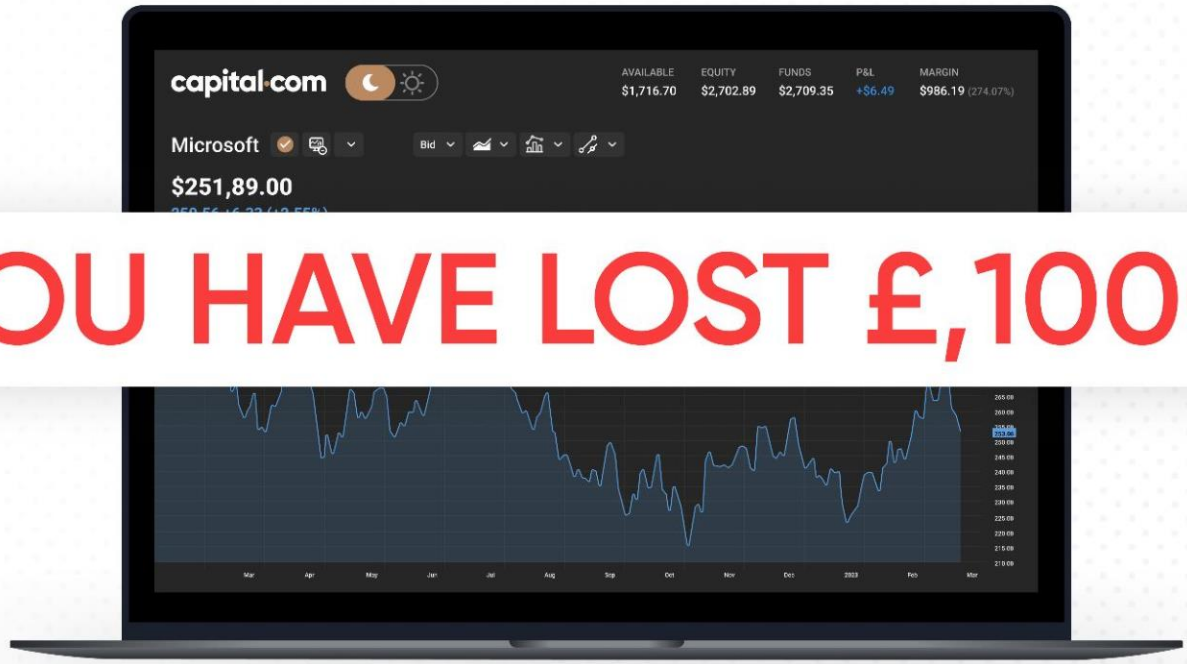
2023

capital.com

YOU HAVE LOST £,1000!

2023

capital.com



YOU HAVE LOST £,1000!

2023

capital.com

is one of Europe's fastest-growing fintechs

TOP 5

trading platform globally

4 mln

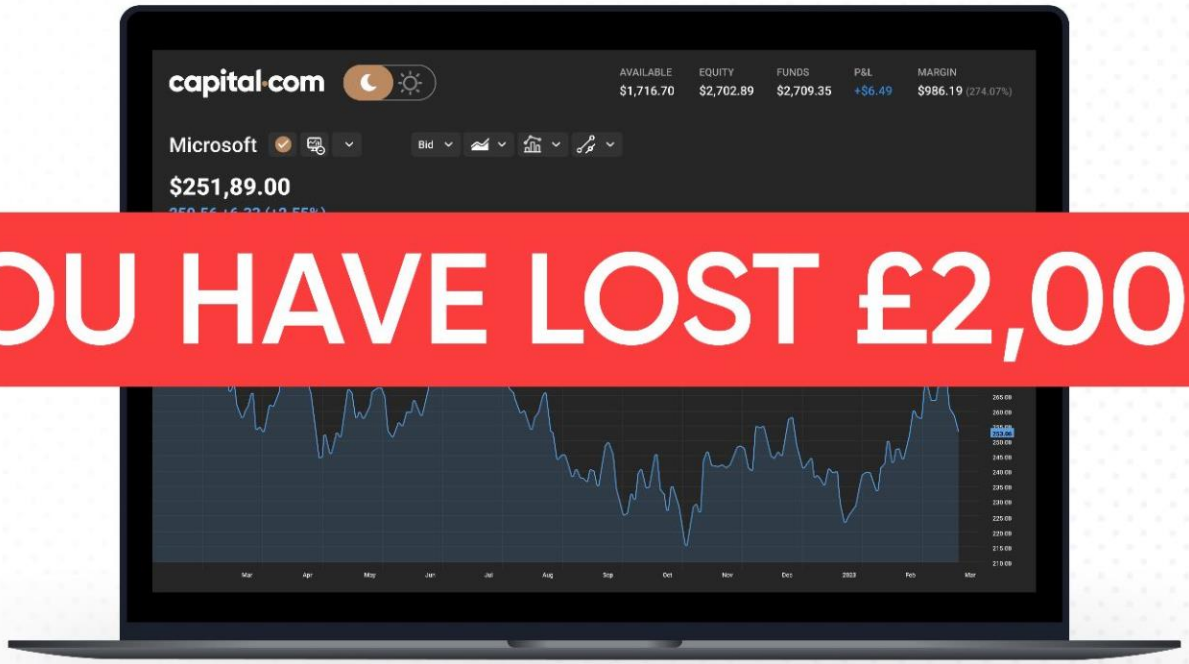
clients

5 bln

in daily volume

2023

capital.com



YOU HAVE LOST £2,000!

2023

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2023

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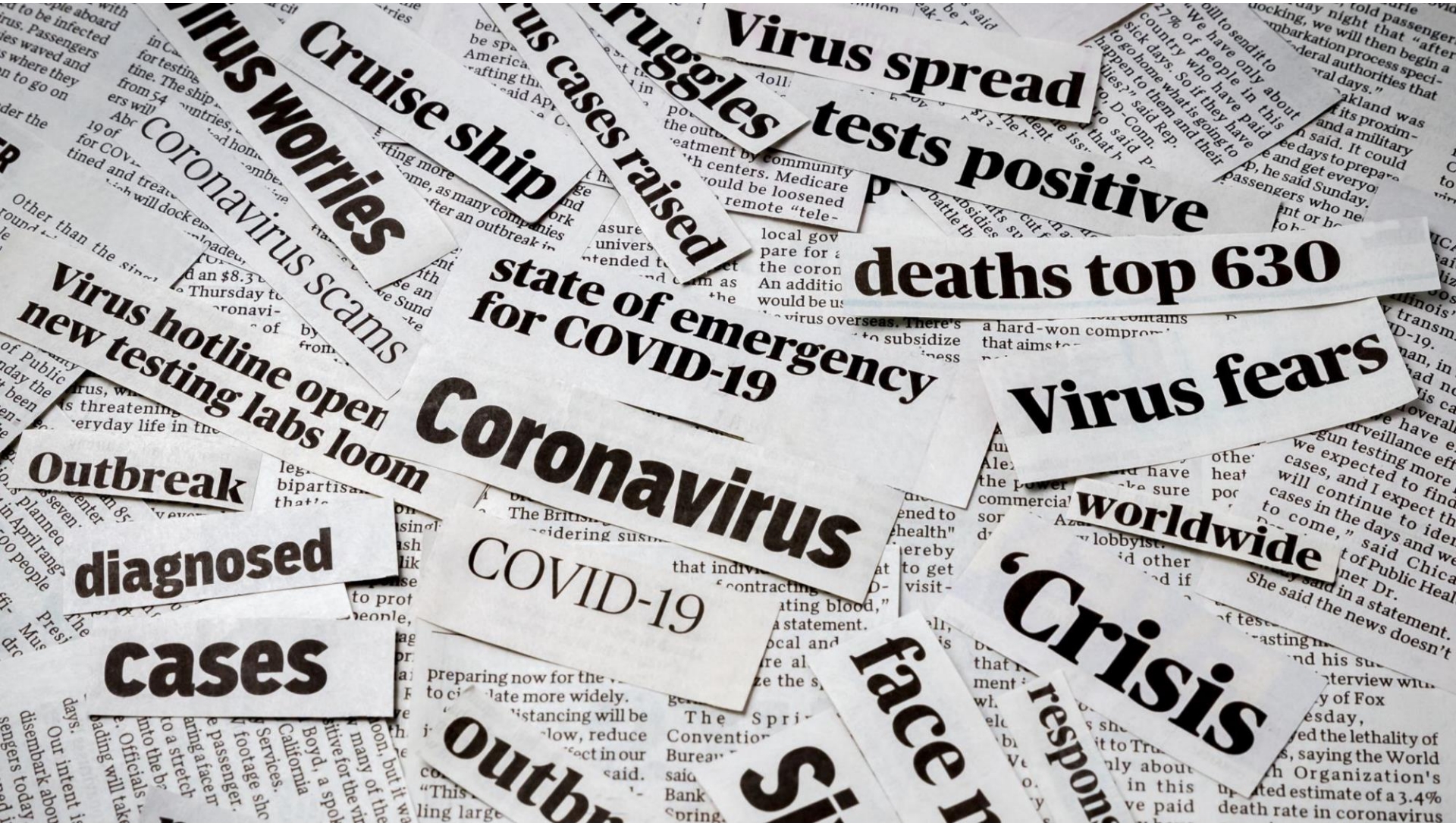
1st AVERSION TO MODESTY DANGEROUS BIAS

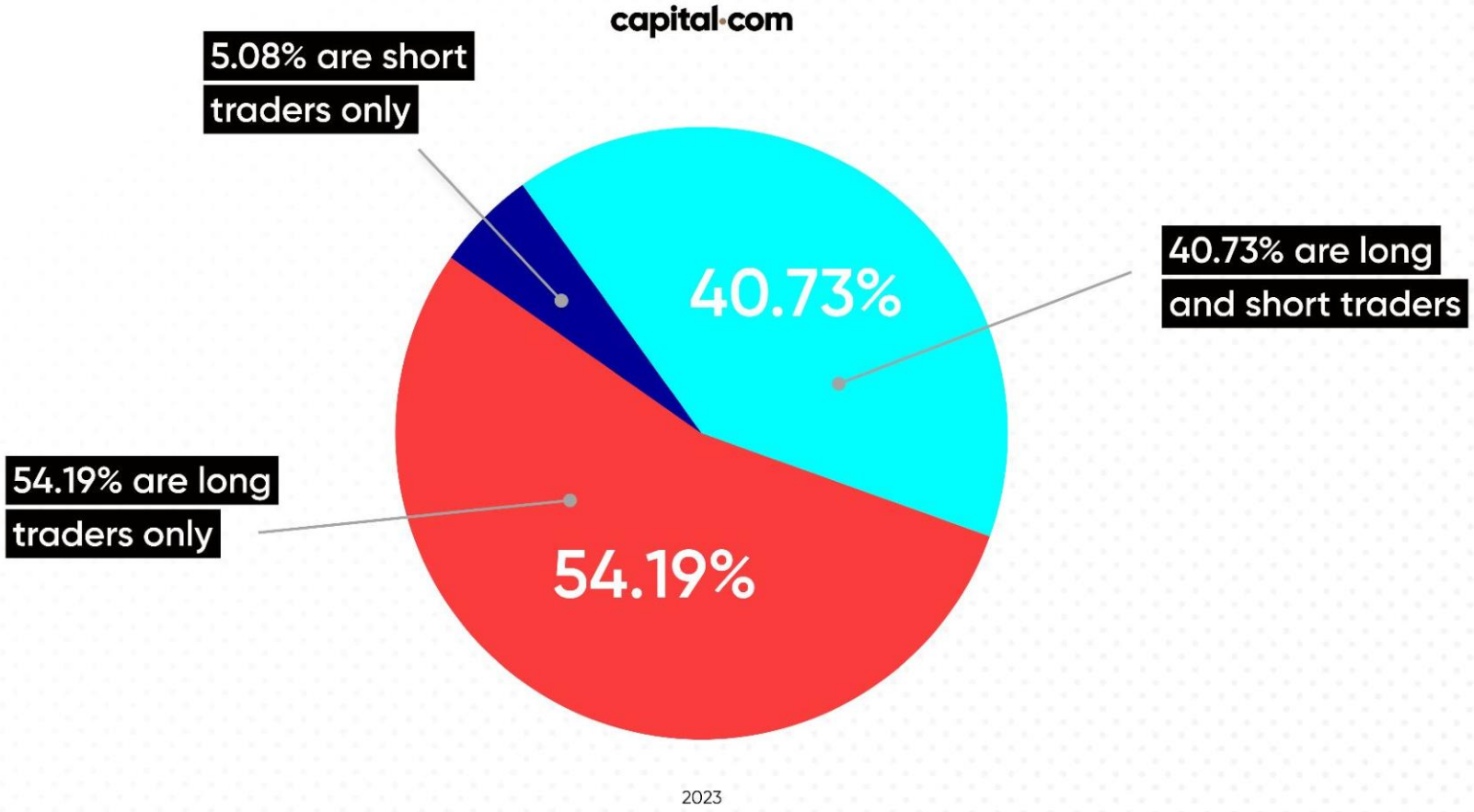
2023

capital.com

2nd AVERSION TO SHORT TRADES DANGEROUS BIAS

2023


Virus spread
tests positive
deaths top 630
Virus fears
Coronavirus
state of emergency
for COVID-19
COVID-19
Virus worries
Cruise ship
Coronavirus scams
Virus cases raised
Virus hotline open
new testing labs loom
Outbreak
diagnosed
cases
worldwide
‘Crisis
face
respons
Sig
outbr


capital.com
5.08% are short traders only
40.73%
40.73% are long and short traders
54.19% are long traders only
54.19%
2023

capital.com

2023

capital.com

3rd AVERSION TO TAKING THINGS SLOWLY DANGEROUS BIAS

2023

capital.com

4th AVERSION TO LOSS DANGEROUS BIAS

2023

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of beginners
gain profits

of beginners
lose money

2023

capital.com

5th AVERSION TO INVESTMENT RESEARCH

DANGEROUS BIAS

2023

capital.com

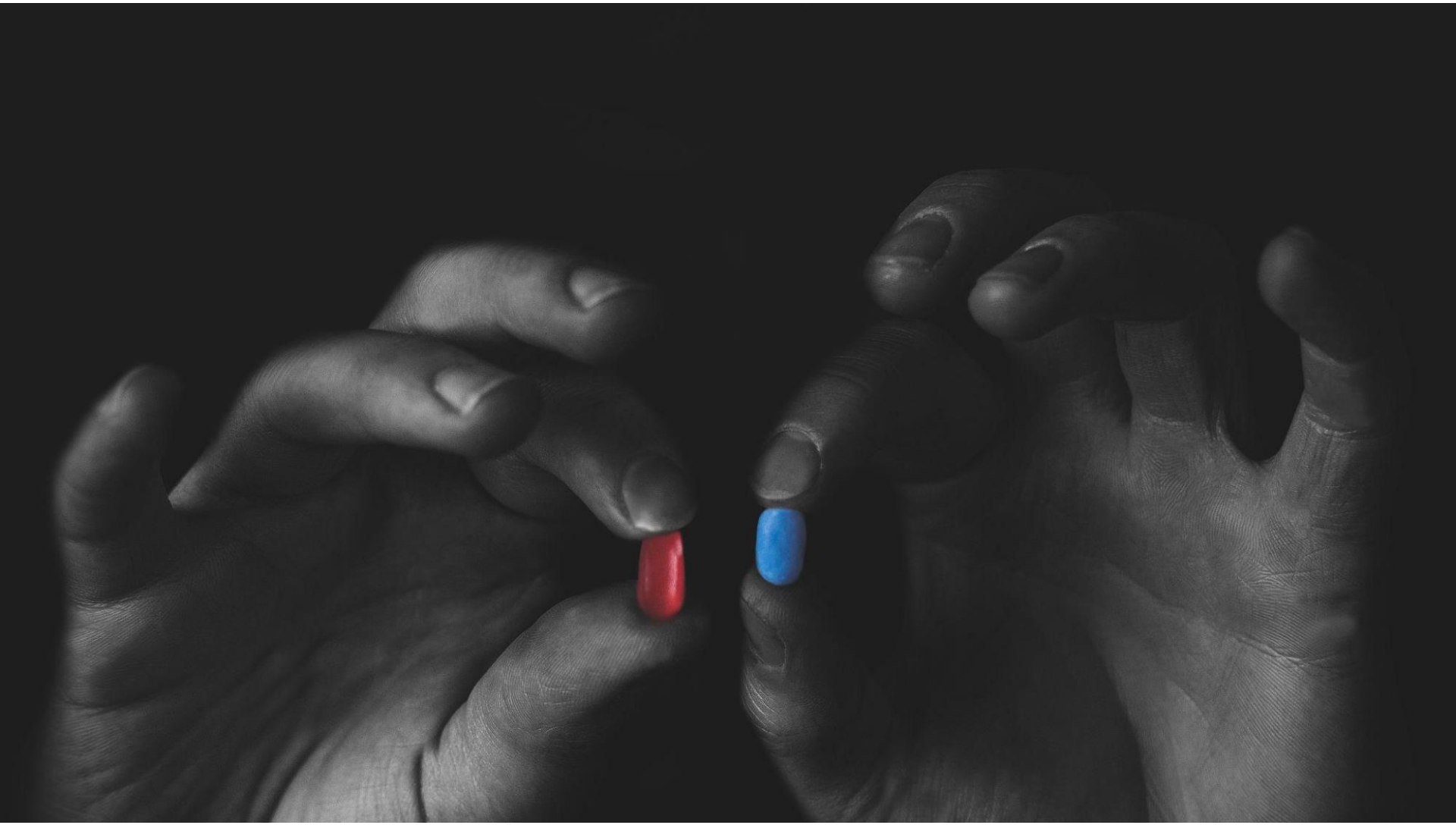
6th AVERSION TO SAYING NO DANGEROUS BIAS

2023

NO

capital.com

7th AVERSION TO ADMITTING MISTAKES DANGEROUS BIAS

2023

Negative
Positive